

## **AMENDMENTS TO THE SPECIFICATION**

Please replace all paragraphs on pages 207 – 214 with the following paragraphs:

### **SECTION 14: ADDITIONAL EXAMPLES OF EMBODIMENTS**

Additional embodiments of the present invention are described by the following numbered examples.

A first example includes a 1. A method for determining whether to market an intellectual property asset, the method including: receiving a description of intellectual property asset, the intellectual property asset based at least in part on an innovation developed for an internal need; and generating an assessment of the marketability of the intellectual property asset based at least in part on the description of an intellectual property asset and a marketing criterion.

A second example includes the first example and further includes 2. ~~The method of example 1, the method further including~~ generating a marketing recommendation based at least in part on the generated assessment. A third example includes the second example, 3. ~~The method of example 2,~~ wherein the marketing recommendation is an absolute recommendation based at least in part on a predetermined threshold. A fourth example includes the second example, 4. ~~The method of example 2,~~ wherein the marketing recommendation is a relative recommendation based at least in part on a comparison of the generated assessment with one or more assessments of the marketability of other intellectual property assets. A fifth example includes the first example, 5. ~~The method of example 1,~~ wherein the marketing criterion includes a market potential criterion. The sixth example includes the first example, 6. ~~The method of example 1,~~ wherein the marketing criterion includes a project timeframe criterion. The seventh example includes the first example, 7. ~~The method of example 1,~~ wherein the marketing criterion includes a projected revenue potential criterion. The eighth example includes the first example, 8. ~~The method of example 1,~~ wherein the marketing criterion includes a competitive threat criterion. The ninth example includes the first example, 9. ~~The method of example 1,~~ wherein the marketing criterion includes an intangible value

criterion. The tenth example includes the first example, 10. ~~The method of example 1,~~ wherein the marketing criterion includes a criterion selected from the group consisting of a marketing viability criterion, a potential customer criterion, a competitive criterion, a market potential criterion, a development criterion, an ownership criterion, a patent status criterion, an interested customer criterion, a deal complexity criterion, a time to closing criterion, a competitive advantage criterion, a future deals criterion, a customer relationship criterion, an internal political criterion, and a public relations criterion.[.]

The eleventh example includes a11. A method for determining whether to market an intellectual property asset, the method including: determining a market potential assessment for the intellectual property asset, the intellectual property asset based at least in part on an innovation developed for an internal need; determining a marketing project timeframe assessment for the intellectual property asset; determining a projected revenue potential assessment for the intellectual property asset; determining a competitive threat assessment for the intellectual property asset; and determining a marketing opportunity assessment for the intellectual property asset based at least in part on the determined market potential assessment, the marketing project timeframe assessment, the projected revenue potential assessment, and the competitive threat assessment.

The twelfth example includes the eleventh example and further includes 12. ~~The method of example 11, the method further including:~~ determining an intangible value assessment for the intellectual property asset; and wherein the marketing opportunity assessment for the intellectual property asset is further based at least in part on the determined intangible value assessment. The thirteenth example includes the eleventh example and further includes 13. ~~The method of example 11, the method further including:~~ determining that the intellectual property asset is to be marketed when the marketing opportunity assessment satisfies a predetermined threshold. The fourteenth example includes the eleventh example, 14. ~~The method of example 11,~~ wherein the marketing potential assessment includes a product viability assessment. The fifteenth example includes the eleventh example, 15. ~~The method of example 11,~~ wherein the marketing project timeframe assessment includes a product marketing readiness assessment. The sixteenth example includes the eleventh example, 16. ~~The method of example 11,~~ wherein the projected revenue potential assessment includes a project total

anticipated revenue assessment. The seventeenth example includes the eleventh example, 17. ~~The method of example 11,~~ wherein the competitive threat assessment includes an assessment whether marketing the intellectual property asset to a customer will give the customer a competitive advantage over a marketer of the intellectual property asset. The eighteenth example includes the twelfth example, 18. ~~The method of example 12,~~ wherein the intangible value assessment includes an assessment whether marketing the intellectual property asset to a customer will increase a potential for future commercially advantageous transactions with the customer.

A nineteenth example includes a 19. A system for determining whether to market an intellectual property asset, the system including: means for determining a market potential assessment of the intellectual property asset, the intellectual property asset based at least in part on an innovation developed for in internal need; means for determining a marketing project timeframe assessment of the intellectual property asset; means for determining a projected revenue potential assessment of the intellectual property asset; means for determining a competitive threat assessment of the intellectual property asset; and means for determining a marketing opportunity assessment of the intellectual property asset coupled to the means for determining the market potential assessment, the means for determining the marketing project timeframe assessment, the means for determining the projected revenue potential assessment, and the means for determining the competitive threat assessment.

The twentieth example includes the nineteenth example and further includes 20. ~~The system of example 19, the system further including:~~ means for determining an intangible value assessment of the intellectual property asset; and wherein the means for marketing opportunity assessment is further coupled to the means for determining the intangible value assessment. The twenty-first example includes the nineteenth example and further includes 21. ~~The system of example 19, the system further including:~~ means for determining that the intellectual property asset is to be marketed when the marketing opportunity assessment satisfies a predetermined threshold. The twenty-second example includes the nineteenth example, 22. ~~The system of example 19,~~ wherein the means for determining the marketing potential assessment includes means for determining a potential customers assessment. The twenty-third example includes the nineteenth example, 23. ~~The system of example 19,~~ wherein the means for

determining the marketing project timeframe assessment includes means for determining at least one of an ownership assessment and a patent status assessment. The twenty-fourth example includes the nineteenth example, 24. ~~The system of example 19,~~ wherein the means for determining the marketing project timeframe assessment includes means for determining an identified interested customers assessment. The twenty-fifth example includes the twentieth example, 25. ~~The system of example 20,~~ wherein the means for determining the intangible value assessment includes means for determining an assessment whether marketing the intellectual property asset to a customer will foster a commercial relationship with the customer.

A twenty-sixth example includes a 26. A computer-readable medium storing a plurality of instructions to be executed by a processor for determining whether to market an intellectual property asset, the plurality of instructions including instructions to: determine a market potential assessment of an intellectual property asset, the intellectual property asset based at least in part on an innovation developed for an internal need; determine a marketing project timeframe assessment of the intellectual property asset; determine a projected revenue potential assessment of the intellectual property asset; determine a competitive threat assessment of the intellectual property asset; and determine a marketing opportunity assessment of the intellectual property asset based at least in part on the determined market potential assessment, the marketing project timeframe assessment, the projected revenue potential assessment, and the competitive threat assessment.

The twenty-seventh example includes the twenty-sixth example and further includes 27. ~~The computer-readable medium of example 26, further including~~ instructions to: determine an intangible value assessment of the intellectual property asset; and wherein the instructions to determine a marketing opportunity assessment include instructions to determine the marketing opportunity assessment further based at least in part on the determined intangible value assessment. The twenty-eighth example includes the twenty-sixth example and further includes 28. ~~The computer-readable medium of example 26, further including~~ instructions to: determine that the intellectual property asset is to be marketed when the marketing opportunity assessment satisfies a predetermined threshold. The twenty-ninth example includes the twenty-sixth example, 29. ~~The computer-readable medium of example 26,~~ wherein the instructions to

determine a marketing potential assessment include instructions to determine at least one of a competitive products assessment and a competitive suppliers assessment. The thirtieth example includes the twenty-sixth example, 30. ~~The computer-readable medium of example 26,~~ wherein the instructions to determine a marketing potential assessment include instructions to determine at least one of a large market assessment and a low market saturation assessment. The thirty-first example includes the twenty-sixth example, 31. ~~The computer-readable medium of example 26,~~ wherein the instructions to determine a marketing project timeframe assessment include instructions to determine a deal complexity assessment. The thirty-second example includes the twenty-sixth example, 32. ~~The computer-readable medium of example 26,~~ wherein the instructions to determine a marketing project timeframe assessment include instructions to determine an anticipated time of revenue recognition assessment. The thirty-third example includes the twenty-seventh example, 33. ~~The computer-readable medium of example 27,~~ wherein the instructions to determine an intangible value assessment include instructions to determine an assessment whether marketing the intellectual property asset to a customer will foster internal organizational relations. The thirty-fourth example includes the twenty-seventh example, 34. ~~The computer-readable medium of example 27,~~ wherein the instructions to determine an intangible value assessment include instructions to determine a public relations opportunity assessment.